

# New York International Wine Auction September 25, 2021 Sponsorship Opportunities

Help us  
Crush It in our  
Grand Finale  
Year!



NYIWA 2021 — Elegance at its finest in CNY; silent & live auctions, 5-course dinner with wine pairings.

Level	Cost *One available	Tickets (Full Event or Silent Auction & Tasting)	Rooms	Additional Benefit	Appropriate level recognition and logo placement on signage, social media, media promotion & NYIWA website	Auction Catalog Full Page Ad	One-year Membership in the Arc Herkimer Circle of Friends	Tickets to Circle of Friends Reception (9/24/21)
<b>Presenting Sponsor</b>	\$25,000*	8 Event	4	Auction Catalogs & Paddles	✓	✓	4	4
<b>Anniversary Sponsor</b>	\$15,000*	8 Event	3	Sponsor name on gift bags containing commemorative 25 <sup>th</sup> anniversary gift for all attendees	✓	✓	4	4
<b>Toasting Sponsor</b>	\$10,000*	8 Event	2	Logo on toasting glassware, deliver welcome toast	✓	✓	4	4
<b>Dinner Wine Sponsor</b>	\$10,000*	8 Event	2	Recognition on menu cards included with invitation and at tables	✓	✓	4	4
<b>Circle of Friends (COF) Reception Sponsor- 9/24/21</b>	\$10,000*	8 Event	2	Logo on COF Reception materials	✓	✓	4	4
<b>Tasting Sponsor</b>	\$7,500*	4 Event	2	Logo on tasting glassware	✓	✓	2	2
<b>Silent Auction Sponsor</b>	\$5,000*	2 Event	1	Logo on bid sheets	✓	✓	2	2
<b>Technology Sponsor</b>	\$5,000*	2 Event	1	Logo on screens throughout the event	✓	✓	2	2
<b>After Party Sponsor</b>	\$5,000*	2 Event	1	Prominent Signage	✓	✓	2	2
<b>Décor Sponsor</b>	\$5,000*	2 Event	1	Acknowledgement at every table	✓	✓	2	2
<b>Vineyard Sponsor</b>	\$2,500	2 Event			✓	✓	1	1
<b>Wine Pull Sponsor</b>	\$1,500	2 Silent Auction & Tasting		Signage at Wine Pull Table	✓	✓		
<b>Raise Your Glass Sponsor</b>	\$1,500	2 Silent Auction & Tasting			✓	✓		
<b>Wine Lover Sponsor</b>	\$500				✓	✓		

## September 25, 2021 at Turning Stone Resort • Casino, Verona, NY

Please contact: Jackie Lewis, Executive Office & Special Events Manager  
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